




Penn, Schoen & Berland
Associates, Inc.



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Survey of Likely Voters and Strategy Discussion

PSB conducted 899 interviews of likely UK voters on November 18-22, 2005. The margin of error is +/- 3.27% for the overall audience, higher for subgroups.

TB emerged stronger from the confrontation over the 90-days provision.

People liked that he stuck by his principles. Overall his approval is up 4 to a **net positive for the first time since the election, of 50/48** (compared to 46/53 in September). His approval number on handling of terrorism is now at 55/43, up from 50/46.

The confrontation did not hurt GB or the party. His fav is up 3 to 61/31 – while Labour Party fav is off 2 points.

People remain pessimistic but the trend has stabilized or started to rebound.

Although overall right track is off three more points, the mood on the *economy* shows signs of stabilizing or even recovering after its sharp drop in the last wave. It is now 46/40 vs. 45/44 in September. A majority say the economy remains fundamentally strong, that it is as good as or better than other major countries' economies, and that the government deserves credit for keeping it strong as housing market has softened.

The horserace remains nearly unchanged at a 5-point Labour lead, compared to 6 in September.

In the run-up to Cameron's selection, people have not decided what it will mean, but some think it's bound to be better for the Conservatives. Though *don't knows* were up in this poll (to 11 in the horserace vs. 5 in July), indicating uncertainty over whether Cameron will be better, Conservative Party fav is up 5

points to 45/47 – now about even with Labour's 46/49 (compared to an 8-point Labour lead on fav in September).

So far, Cameron still has the glow of potential. His fav went from 11/18 fav/unfav last time to 41/30 this time – leaving his unfav number significantly lower than the Conservative Party's 47% unfav. He is getting the party's lift without the party's baggage.

Though some think Cameron may have new ideas, fewer are convinced the Conservatives have changed enough to do much different. He and they thus remain open to the range of policy concerns about the Tories – support for a flat tax that will harm the lower middle class, health and education plans that will hurt the public state system, and opposition to the minimum wage and New Deal.

The local elections are much closer than the national election – split almost evenly among the three parties. The top local issue is the council tax, and Labour trails both of the other parties on the issue.

The economy remains a strong point for us. Keeping up the steady drumbeat of solid economic statistics remains important. The economy will not be enough to carry the election as it did in May, but it is not an area that we need to be defensive about (so far).

With a net positive approval, TB is becoming a critical boost for Labour. This could become an important weapon in the local elections. By joining with TB, GB has also picked up additional lift, and the team working together remains a formidable combination.

Education reform is seen as less important than healthcare reform. Voters remain pro-discipline, anti-bureaucracy in both of these areas. Expanded school choice is strongly supported.

Immediate Issues:

Cameron must try to separate himself and his leadership from the Conservative Party to gain ground. Our goal is to get him to endorse the same old conservative agenda. New face, same old policies. Flat tax is a big loser for Cameron.

And he simply does not have the experienced leadership we need now. This is a contrast to Blair and a contrast to Brown. They are looking for change, but looking for it guided by the hands of experienced leadership.

We need to do further work on a local election strategy – current material we tested did not fare well so we need some work dedicated to that, especially on how to win women back from the LDs and how to best deal with council tax.

The Mood

		June 05	July 05	Sept 05	Nov 05
Country	Right Track	43	43	33	30
	Wrong Track	49	46	54	54
Economy	Right Track	51	58	45	46
	Wrong Track	39	35	44	40
Standard of Living in Next Year	Get Better	--	14	18	18
	Stay the Same	--	52	51	56
	Get Worse	--	33	29	24
Favourability	Tony Blair	41/56	46/53	44/53	44/52
	Michael Howard	33/61	31/62	39/50	34/52
	Charles Kennedy	51/40	49/45	50/36	55/33
	Gordon Brown	52/43	51/44	58/34	61/31
	Labour Party	49/47	48/50	48/47	46/49
	Conservative Party	40/57	38/61	40/54	45/47
	Liberal Democrats	53/42	53/41	55/35	51/39
	George W. Bush	26/67	18/77	27/64	22/67
	David Davis	--	--	20/29	33/38
	David Cameron	--	--	11/18	41/30
Approval	Tony Blair	46/51	49/51	46/53	50/48
Horserace w/o Leaner	Labour	37	37	35	33
	Conservatives	31	31	29	28
	Liberal Democrats	22	22	23	23
	Don't Know	5	5	8	11

In the next election for Parliament, which one of the following will be the most important to you in determining how you vote? (tracking from September)	All	Lab	Cons	LD
Public safety and security issues like crime, immigration, and anti-social behaviour	27 (-1)	23	29	30
The economy and people's standard of living	24 (0)	20	29	20
Public services like National Health and education	24 (-2)	23	29	30
Iraq and the related intelligence issues	5 (+1)	15	9	6
Britain's membership in and relations with the EU	6 (-1)	2	6	9
Terrorism and national security	9 (-1)	31	16	25
Unable to answer	5 (+3)	4	8	6

TB picked up points for his handling of terrorism.

Thinking in general, would you say that you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job Tony Blair has been doing on...	All		Lab	Cons	LD
	Strongly Approve	Approve / Disapprove			
<i>Saying Approve / Disapprove</i>					
<i>(tracking from September)</i>					
Terrorism	18 (+4)	55/43	80/16	39/59	38/61
Economy	13 (+1)	51/44	87/11	25/71	42/53
Foreign Policy	7 (+1)	38/57	66/28	22/76	27/68
Domestic Issues	7 (0)	42/54	81/17	15/82	30/66

Immigration/asylum remains the biggest single issue that people want Labour to focus on in its third term, and the main area they consider to be a Labour deficit.

For each of the following, please indicate whether it applies more to Labour, the Conservatives, or the Liberal Democrats.

	All		
	Lab	Cons	LD
<i>(tracking from September)</i>			
Will be best for the British economy	40 (0)	31 (-1)	13 (+1)
Will most improve public services like National Health and education	38 (+3)	25 (+1)	24 (-1)
Will do the best job to assure that Britain is safe from terrorists	37 (+2)	28 (-1)	10 (+3)
Has the best approach on immigration and asylum	25 (+6)	35 (-4)	17 (-1)

Which one or two of the following do you think should be the top priorities for the Labour government in its third term?	All	Male	Fem	Lab	Cons	LD
Immigration and asylum	25	25	26	23	34	17
Health care	20	16	25	22	21	24
Anti-social behaviour	16	16	15	13	17	20
Terrorism	16	10	22	18	12	14
The economy	14	17	12	17	16	11
Pensions	14	16	12	11	16	14
Crime	13	16	10	15	10	13
Education	12	10	14	16	9	14
Your standard of living	10	9	12	8	11	13
Council taxes	9	11	7	10	12	5
Global warming	8	8	7	8	4	9
Iraq	6	5	6	4	4	8
Taxes	6	7	5	7	7	6
Pollution of Britain's air, water, and lands	5	4	6	6	3	6
The EU	4	6	2	2	7	4
Unemployment	2	1	3	3	2	1
Military and defence	2	1	3	2	3	2
Other	2	3	1	1	1	4
International issues other than Iraq or the EU	1	2	0	2	0	2
Unable to answer	3	4	2	1	1	2

Economy Assessment

Which is closer to your view:		All	Lab	Cons	LD
The economy remains fundamentally strong		51	72	32	52
We now have a real problem with the economy		39	19	62	38
Unable to answer		10	9	6	10
Compared to how other major countries' economies are doing, do you think Britain's economy is doing:	All	Lab	Cons	LD	
Better	43	54	34	41	
About the same	34	36	36	30	
Worse	20	7	25	26	
Unable to answer	4	2	4	4	
Some people say that although there has been weakness in the housing market, the government deserves credit for keeping that from turning into a broader economic downturn. Do you:	All	Lab	Cons	LD	
Agree	52	80	30	45	
Disagree	39	15	62	46	
Unable to answer	9	6	8	9	

In the News

Aware	Aware	All	Lab	Cons	LD
<i>Showing Made More / Less Favourable to Labour</i>					
Turner Commission will publish a report that will provide a long-term plan for dealing with pensions	65	32/34	55/11	21/50	19/42
Labour keeping in place over Tory opposition a law that allows local communities to set flexible closing times for pubs and use new powers to crack down on rowdy pubs and revellers	62	45/32	66/13	19/62	46/31
The government's education White Paper that proposes plans to give schools more authority to run their own affairs	62	42/25	54/19	33/28	43/37
The government recently announced that civil servants will be able to retire at 60 and claim their full pension	55	17/64	27/52	7/78	17/64
Tony Blair saying we need to look at alternative energy options including nuclear power to meet the country's energy needs	53	47/24	63/13	43/27	34/39
Tony Blair saying that the next meeting of the World Trade Organization must succeed in making a deal on fair trade to help poor nations compete	41	42/20	65/8	28/36	24/26

The 90-Days Provision

Aware	Aware	All	Lab	Cons	LD
<i>Showing Made More / Less Favourable to Labour</i>					
Tony Blair supporting a bill to allow police to hold terror subjects for up to 90 days	92	55/32	75/14	50/40	34/54

The 90-day provision was especially popular with women who want tough action to protect their families.

	All	Male	Fem	Lab	Cons	LD
Parliament rejected the bill with the 90 day provision in it, and instead passed a bill that allowed police to hold terror suspects for up to 28 days. Which is closer to your view?						
Parliament was wrong to reject the 90 day provision because the police had said they may need up to 90 days to be sure terrorists are not going free	55	53	57	75	50	34
Parliament was right to reject the 90 day provision because it excessively infringes on civil liberties	35	42	29	16	42	56
Unable to answer	10	5	14	9	8	10

Most say it was a good thing Blair stuck by his principles and the loss does not have broader implications for Blair's leadership, or the ability of the government to function effectively.

Which is closer to your view?	All	Lab	Cons	LD
Tony Blair stuck by what he believed on this bill, and showed leadership by doing that	56	81	35	47
Tony Blair's defeat on this bill, because a number of Labour MPs voted against it, shows that Blair is now too weak to hold the party together or get anything done	32	10	57	40
Unable to answer	12	9	8	13
Which is closer to your view?	All	Lab	Cons	LD
Fights like this over legislation are a normal part of the process and show the country's strength in being able to debate tough issues	53	66	32	63
The fight over this bill shows the country has lost its way and the government is not functioning the way it needs to in these dangerous times	34	20	57	29
Unable to answer	13	14	11	8
Do you think Conservative MPs voted against the bill because:	All	Lab	Cons	LD
They wanted to make Tony Blair look bad	56	78	29	60
They truly believed it was wrong	29	10	57	31
Unable to answer	15	13	14	10

Views of Labour

They continue to think Labour has the clearest vision – but also is the most likely to act for political reasons, which considering that the Conservative Party is deliberately opposing anything they favour suggests we may want to take them on more on that point.

For each of the following, please indicate whether it applies more to Labour, the Conservatives, or the Liberal Democrats.	All			Swing		
	Lab	Cons	LD	Lab	Cons	LD
Has a clear vision of where it wants to take the country	34	21	20	34	18	19
Is divided by internal disputes and disagreements	40	39	4	29	42	6
Has the leaders best able to run the country	39	22	12	37	12	10
Acts on principle more than politics	22	20	28	18	17	29
Acts on politics more than principle	36	29	6	24	30	7

Perhaps the hardest thing to address is the lack of feeling of “connection” – what exactly they are looking for and how to accomplish it. Perhaps it is a personal communications program from Labour – or just adding rhetoric to the speeches that covers the point – but it is a strong feeling in the polling.

In the face of the challenges of governing in its third term, how important are each of the following for Labour in order to run the government successfully?	All		Lab	Cons	LD	Swing
	Very Important	Impt/ Not Impt				
<i>Showing Important/Not Important</i>						
Reconnecting with what the people of Britain care about and need	72	92/3	94/5	92/4	93/1	88/2
Focusing on managing the government better rather than just coming up with new policy ideas	48	87/8	90/8	88/6	83/8	79/7
Coming up with new ideas for making progress	47	85/10	86/11	85/11	87/8	85/2
Keeping the top leadership unified	45	81/13	86/12	83/13	75/17	82/8
Getting its MPs in line and voting together on key issues	35	75/19	86/12	73/22	67/27	75/13
Keeping to its New Labour ideals and stopping Old Labour from coming back	29	62/30	74/22	65/29	47/43	62/21

Labour voters now believe that the Blair/Brown split has been mostly patched up.

Do you think that Tony Blair and Gordon Brown have patched up their differences, or not? (tracking from January 2005)	All	Lab	Cons	LD
Yes	21 (+5)	44 (+12)	8 (+1)	6 (-4)
No	59 (-11)	37 (-9)	77 (-13)	69 (-12)
Unable to answer	20 (+6)	19 (-3)	15 (+12)	24 (+15)
Which is closer to your view – do you think the Blair-Brown relationship is: (tracking from January 2005)	All	Lab	Cons	LD
Just a piece of gossip that the media like to cover but is of no real importance to the effectiveness of the Government	46 (0)	64 (-6)	31 (+7)	42 (-1)
A major issue that is having a significant negative impact on Labour's ability to run the government	41 (-7)	27 (+1)	54 (-19)	50 (+1)
Unable to answer	14 (+8)	9 (+5)	16 (+13)	8 (0)

David Cameron – Perceptions

TB is strongly favoured over Cameron in a PM horserace.

If you could vote directly for a Prime Minister, would you vote for	All	Male	Fem	Lab	Cons	LD
Tony Blair	33	32	34	82	4	9
David Cameron	26	30	23	1	75	9
Charles Kennedy	23	23	24	7	9	71
Unable to answer	17	15	20	9	12	11

With the specific mention of Cameron and Blair, the general horse race does not change much. This is something to watch, given the much longer and deeper familiarity voters have with GB compared to Cameron and that Cameron remains more an unknown quantity.

Thinking ahead to the next parliamentary election, if the party leaders were Gordon Brown for Labour, David Cameron for the Conservatives and Charles Kennedy for the Liberal Democrats, what party would you vote for?	All	Lab	Cons	LD
Labour	36	85	3	10
Conservatives	30	2	88	7
Liberal Democrats	21	5	3	74
Other party	4	2	2	0
Unable to answer	10	6	4	9

For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, strongly disagree:

Showing Agree/Disagree

	All	Strongly Agree	Agree/Disagree	Lab	Cons	LD
Britain needs strong leadership to meet new challenges	63	90/6	94/4	93/5	87/9	
At times like this what Britain really needs is experienced leadership	45	80/13	92/5	78/19	70/21	

Assuming David Cameron becomes the new Conservative party leader, please indicate for each of the following whether it applies more to Tony Blair, David Cameron or Charles Kennedy:

Negatives in *italics*

	All Blair	Cameron	Kennedy
A family man	48	11	19
<i>Will say anything for political reasons</i>	46	20	10
Has the kind of leadership experience we need	45	12	11
A strong leader	44	21	11
Will best protect the country against terrorism	40	22	9
Will be best for the British economy	38	24	12
Connects well with people	34	21	23
Can best lead Britain forward	34	26	15
Will most improve public services like National Health and education	34	19	20
Intelligent	33	24	12
Will best reduce anti-social behaviour and crime	32	27	12
Has a program for the future	31	21	15
Will be able to make the changes Britain needs	31	27	14
Will do the best job in Iraq	30	17	17
Has the right policies regarding the EU	30	21	15
A person of personal morality	29	14	25
Shares your values	27	22	23
Will keep taxes at the right level	27	26	19
Understands the problems you face	26	19	23
Has the best approach on immigration and asylum	25	25	18
Trustworthy	22	20	25
Honest	20	19	28

The plurality say Cameron will lead the Conservatives forward with new ideas . . .

Do you think David Cameron is more likely to:	All	Lab	Cons	LD
Lead the country forward with new ideas	43	21	84	29
Lead the country back with policies mostly like the Tory policies of the past	34	55	7	43
Unable to answer	23	24	9	28

. . . although they are less certain the rest of the Conservative party have changed.

With David Cameron leading the party, do you think the	All	Male	Fem	Lab	Cons	LD
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Conservatives:

Are still basically the same as they've been	48	48	48	67	16	58
Have really learned their lessons and changed	37	42	32	19	74	26
Unable to answer	15	10	20	14	10	15

For each of the following, please indicate whether it makes you much more, somewhat more, somewhat less, or much less favourable to David Cameron:

Saying More/Less Favourable

**Muc
h
Less
Fav**
**More
/ Less
Fav**

All Lab Cons LD Swg

David Cameron is considering a flat tax, which would mean that a millionaire would pay the same tax rate as the nurse or the home help.	47	18/62	12/71	29/46	17/70	11/6
David Cameron wrote the Conservative Party 2005 manifesto which pledged the Tories to a system of vouchers that would cut money from state schools and the NHS to subsidize private healthcare and private education that would still only be affordable to the wealthy.	42	14/61	8/73	33/35	8/76	7/68
David Cameron consistently opposes measures to help those who need it. He opposed the Minimum Wage, voted against Labour tax credits to support children, and he wants to abolish the New Deal	40	18/58	9/74	35/32	18/64	14/6
David Cameron voted against all Labour's extra investment in schools, hospitals and the police.	37	14/62	8/73	30/39	11/71	9/63
David Cameron supports the Tory plans to make deep cuts to government, which would hurt our ability to keep the country secure and our streets safe	37	19/57	9/74	41/29	13/64	11/6
David Cameron has advocated for the abolition of all tax credits. This would mean the end of the Working Tax Credit, the Pension Credit and the Disabled Person's credit.	36	24/53	12/66	50/24	18/65	21/5
David Cameron lacks the experience to be leader of the Tory party or Prime Minister. He has only been an MP since 2001 and he has no experience on the economy, none on foreign policy and none dealing with national security.	35	15/59	9/71	28/42	17/64	12/6
David Cameron has never fully backed Labour's proposals on crime and his spending cuts would leave poor neighbourhoods disproportionately unprotected from crime and anti-social behaviour	35	14/57	10/69	26/36	8/67	8/60
David Cameron has the most extreme proposal for public spending cuts ever proposed by the Conservatives. The price tag for his cuts would be \$50 billion.	34	21/53	8/69	51/21	15/65	15/5
David Cameron is not in touch with the issues facing real people. He is the son of a stockbroker, went to Eton, married the daughter of a Baronet, and lives in Notting Hill. That's why his policies would mostly help the privileged few like himself.	34	15/56	11/67	28/34	11/67	10/6
David Cameron would be bad for the British economy. He worked for the Conservative government in the Treasury during Black Wednesday in 1992, and was part of the economic team that brought about the longest and deepest recession since World War II.	33	12/58	10/71	21/38	8/64	12/6
Under David Cameron, the Tories talk tough on asylum and immigration, but their proposed cuts mean the system would be significantly weakened	33	15/54	8/68	34/31	8/65	15/5
David Cameron may change the image of the Tory party but their members and outlook are still very out of date and old fashioned.	28	19/52	13/66	34/32	15/62	12/5

Pointing out Cameron's positions knocks the Conservatives back 9 points from the initial horse race with Cameron and Brown, putting Labour strongly in the lead.

Given this, if the next general election was held Thursday and the parties were ... Who would you vote for?	All	Lab	Cons	LD
<i>Initial - Post</i>				
Labour led by Gordon Brown	36 - 37 (+1)	85 - 85 (0)	3 - 5 (+2)	10 - 13 (+3)
Conservatives led by David Cameron	30 - 21 (-9)	2 - 0 (-2)	88 - 76 (-12)	7 - 2 (-5)
Liberal Democrats led by Charles Kennedy	21 - 24 (+3)	5 - 4 (-1)	3 - 6 (+3)	74 - 74 (0)
Unable to answer	10 - 18 (+8)	6 - 11 (+5)	4 - 13 (+9)	9 - 11 (+2)

Local Elections

At the local level, the race is closer than nationally. Labour is the second choice with men (to the Tories) and with women (to the LDs).

Thinking ahead to the next time you vote for your local council, which party's candidate do you intend to vote for?	All	Male	Fem	Lab	Cons	LD
Labour	24	24	25	69	1	2
Conservatives	22	26	18	2	72	3
Liberal Democrats	24	23	26	5	10	74
Other party	10	11	8	8	4	8
Unable to answer	19	15	23	16	12	13

People say they plan to vote on council taxes, although that is driven by the men. Women are also voting on ASB. **This makes LD women vulnerable to attacks on drugs, other LD positions.**

Which one or two of the following will be most important to you in determining how you vote in the local elections?	All	Male	Fem	Lab	Cons	LD	Swing
Council tax	32	42	23	24	41	32	26
Anti-social behaviour in your neighbourhood	23	19	26	26	17	25	29
General performance of your local council	21	26	17	18	28	22	21
How safe you feel and the amount of crime around you	17	16	18	21	20	12	14
Your standard of living	15	15	15	15	18	12	8
Education in your local schools	15	9	19	18	11	16	17
Dealing with asylum seekers in your area	11	11	11	6	15	9	13
Recycling and environmental protection	10	7	13	11	7	13	12
Pensions	8	7	10	11	11	5	1
The local economy in your area	7	6	8	7	6	10	8
National political issues - you want to send the national parties a message	6	7	6	7	4	7	5

Keeping the streets clean and attractive	3	4	3	3	4	3	2
Other	3	2	3	2	2	3	2
Unable to answer	5	4	7	3	2	7	14

Labour trails both of the other parties on council taxes.

Which party has the best approach to the issue of council tax?	All	Lab	Cons	LD
Labour	13	36	1	2
Conservatives	17	5	52	1
Liberal Democrats	28	16	15	64
Unable to answer	43	43	32	33

None of these were high scoring positions; we need more work on this.

For each of the following statements, please indicate how much more or less likely it makes you to vote for Labour in the upcoming local elections?

Saying More/Less Likely to Vote Labour

	All	Lab	Cons	LD	Swing	
	Much More Likely	More / Less Likely				
Labour's focus is on making our local communities safer, stronger and better places to live. That means tackling crime and anti-social behaviour in every city and town, making sure that the schools and hospitals in each neighbourhood are up to national standards, and providing a safe and clean environment.	26	65/21	91/3	45/37	58/29	73/11
Labour believes that we need to focus on the people's top priorities - and that local government is critical for doing that. That means safe streets where we can walk at night, clean hospitals available to everyone, and schools that better educate our children.	23	63/22	90/5	37/42	61/25	72/9
Labour is committed to working hard for local communities. That's why Labour representatives are standing up for the issues that matter to people round here - new measures to tackle anti-social behaviour, greater investment and power for our local schools and measures to build on the economic regeneration of the area.	19	56/25	85/6	32/46	49/35	67/10
Labour believes it's time for a revolution in the way local governments get their job done. That means modernising their structures and the Council tax system, overhauling the local delivery of public services, and helping create local economies that are ready to compete in today's fast-changing world.	18	56/29	85/10	31/50	49/38	62/15
Labour believes what's important is to have a strong partnership between Labour in Westminster and Labour in local councils, so that every community has the opportunity of regeneration and that every council has the tools to make it happen. That's why Labour is creating new choice in schools and hospitals, and providing new powers to local police.	16	52/30	84/9	23/52	45/39	60/18

As in the general election last May, there is more ground to gain with women in the local elections.

Given what you've heard, thinking ahead to the next time you vote for your local council, which party's candidate do you intend to vote for?	All	Male	Fem	Lab	Cons	LD
<i>Initial - Post</i>						
Labour	24 - 28 (+4)	24 - 26 (+2)	25 - 30 (+5)	69 - 78 (+9)	1 - 2 (+1)	2 - 4 (+2)
Conservatives	22 - 23 (+1)	26 - 29 (+3)	18 - 18 (0)	2 - 2 (0)	72 - 78 (+6)	3 - 3 (0)
Liberal Democrats	24 - 24 (0)	23 - 23 (0)	26 - 24 (-2)	5 - 5 (0)	10 - 3 (-7)	74 - 81 (+7)
Other party	10 - 7 (-3)	11 - 8 (-3)	8 - 6 (-2)	8 - 4 (-4)	4 - 4 (0)	8 - 1 (-7)
Unable to answer	19 - 18 (-1)	15 - 13 (-2)	23 - 22 (-1)	16 - 11 (-5)	12 - 13 (+1)	13 - 10 (-3)

Policy Update - Education

Support for reforms is generally high, especially among women. Framing the education debate as a Tory drive to get the government to cut back on its commitment to public education is important – it helps drive them out of the centre.

Which is closer to your view?	All	Male	Fem	Lab	Cons	LD	Parent
The government needs to play an active role to assure everyone has the education, services, support, and fair opportunity to get on	63	52	73	83	35	69	72
The government needs to cut back on its activities and get off people's backs so that the country and economy can move forward	29	41	19	13	60	24	21
Unable to answer	8	8	8	3	5	7	7
Which is closer to your view?	All	Male	Fem	Lab	Cons	LD	Parents
The best way to improve education is to allow schools to become more independent, giving them the chance to improve standards through new opportunities to share best practice, better discipline and more parental engagement in their children's education.	62	57	66	64	62	64	65
The fact is, schools will only improve if they are given the chance to set their own admissions policies based on academic ability, religion or other philosophical grounds with genuine freedom to expand.	21	23	19	21	29	15	21
Unable to answer	17	20	15	14	9	21	15

Discipline remains the number one area of concern but school choice polled well.
Greater input by parents in the curriculum is of dubious value.

Thinking about education generally, please indicate for each of the following how high a priority it should be for Labour going forward. Should this be ...	All	Male	Fem	Lab	Cons	LD	Parents
<i>Showing Top Priority</i>							
Cracking down on school discipline, for example by making parents more responsible for their badly behaved pupils	66	68	65	69	76	58	63
Extending school choice to all, not just the middle class	53	52	54	60	44	55	56
Being tough on failing schools or schools that are not improving	49	49	49	58	57	37	54
Encouraging schools in areas to work more closely together to build on best practice within the local community	46	48	45	52	39	57	49
Guaranteeing parents one-to-one time with teachers to discuss their child's progress	42	38	46	49	35	40	48
Creating a system of independent, self-governing state schools, with fair funding and fair admissions, but driven above all by the needs of pupils, wishes of parents and the dynamism of our best teachers	40	38	42	42	41	39	45
Giving City Academies more freedom to operate in order to serve poorer students and break the cycle of underachievement in areas of social and economic deprivation	39	37	42	43	27	53	43
Changing the role of local authorities so that they concentrate on managing the overall education strategy for the area and schools themselves become self-governing	28	32	24	27	35	26	32
Encourage businesses, charities and other voluntary organizations to play a more active role in the development of schools in your community	27	26	28	32	24	30	33
Creating a greater role for parents in deciding how schools are run by letting them have a greater input on the curriculum and other school policies	26	25	28	33	18	25	35

Policy Update - Health

Who do you trust most to improve health care in Britain?	All	Male	Fem	Lab	Cons	LD	Public Service Voters
Labour	34	39	29	80	4	10	41
Conservatives	20	25	16	1	69	4	14
Liberal Democrats	20	17	23	5	4	68	25
Unable to answer	25	19	31	14	23	18	20
Which is closer to your view?	All	Male	Fem	Lab	Cons	LD	Public Service Voters
We need fundamental change in the NHS to get it back on track	61	57	65	46	72	66	62
The NHS is basically on the right track and just needs continued reforms to make improvements	31	35	28	48	19	27	37
Unable to answer	8	8	7	6	9	8	2
Do you think the best way to improve health care is to:	All	Male	Fem	Lab	Cons	LD	Public Service Voters
Bring new competition and choice to the NHS but not significantly expand the role of the private sector	51	51	51	56	42	50	46
Significantly increase the involvement of the private sector in the NHS	25	30	22	25	47	15	26
Unable to answer	23	19	27	19	11	35	28

There is room on health care as well to push Cameron out of the centre.

Do you think David Cameron and the Conservatives:	All	Male	Fem	Lab	Cons	LD	Public Service Voters
Do not fundamentally support the NHS and are looking for ways to undermine it and cut it back	40	43	37	64	8	48	46
Fundamentally believe in the NHS and simply want to improve it	30	35	25	11	73	17	25
Unable to answer	30	21	38	25	19	35	29

For each of the following, please indicate whether you believe it is a major problem, somewhat of a problem, or not much of a problem.

Showing Major Problem

	All	Male	Fem	Lab	Cons	LD	Public Service Voters
The NHS bureaucracy is so large and inefficient that hospitals and wards are having to close even as spending goes way up	70	65	75	60	77	73	73
The NHS deficit has risen from £250m to £700 million pounds	61	55	67	46	69	63	62
Care has become very uneven across the country, with some regions underserved or receiving sub-standard health care	60	49	69	54	58	71	75
Despite the investment in the NHS hospitals are not able to buy some expensive drugs	58	51	64	47	64	67	62
The avian flu crisis is going to place the NHS under considerable strain	37	34	40	40	37	41	41
The private sector is having to get more and more involved in providing health care because the NHS cannot do the job	33	30	36	37	36	26	38
The NHS is being held back by GPs who are not prepared to work more flexible hours to provide services outside the 9 to 5 on weekdays	31	25	36	33	25	30	31

Thinking now about the NHS, please indicate for each of the following how high a priority it should be for Labour going forward:

Showing Top Priority

	All	Male	Fem	Lab	Cons	LD	Public Service Voters
Tackling MRSA and other hospital bugs	76	67	83	75	78	78	82
Undertaking major structural reform so that the NHS provides better service with less waste	70	66	73	64	79	71	76
Assuring there are enough dentists	69	66	72	67	73	72	77
Improving out of hospital care so that people are treated quickly and effectively even out of hospital	62	54	69	65	63	61	76
Assuring that people have coverage for the drugs they need, even experimental drugs	59	51	67	57	58	65	60
Making it easier for new GPs and other providers of primary care to set up in areas inadequately served by existing GPs	56	50	61	58	53	63	64
Giving people with long-term conditions more control over how they are treated and the resources allocated to them are spent	47	38	55	42	49	55	43
Extending Foundation Trusts so that patients have more choice and trusts can compete better with the private sector	31	27	35	34	30	28	31

Pensions

Thinking about the next time you vote, how important will pension reform be?	All	Lab	Cons	LD
Very important	31	22	46	32
Important / Not important	79/18	82/16	80/16	74/25
Which party do you trust most to handle the issue of pension reform?	All	Lab	Cons	LD
Labour	25	65	4	4
Conservatives	29	11	77	10
Liberal Democrats	15	2	1	54
Unable to answer	31	23	18	32
Which is closer to your view?	All	Lab	Cons	LD
The government is pretending to want reform – they will not make any real changes	56	15	84	79
The government is committed to real pension reform	25	58	3	7
Unable to answer	19	26	13	14
For each of the following, please indicate how much you support or oppose this reform:	All	Lab	Cons	LD
<i>Showing Support/ Oppose</i>	Strongly Support	Support/ Oppose		
Linking pensions to average earnings	33	72/16	69/20	73/19
Cutting back on pensions for the wealthy so that benefits go to those who need them most	32	75/20	83/14	58/31
Requiring compulsory savings	13	49/47	56/41	49/43
Raising the pension age to 67	8	28/67	32/63	26/68
Increasing taxes to pay for pensions	6	43/52	48/45	45/51

Petrol Prices and Nuclear Energy

Do you think the cost of petrol is:	All	Lab	Cons	LD		
A major issue	55	51	62	49		
Issue / Not issue	92/5	89/8	96/1	91/8		
Thinking more broadly about the cost of energy, do you think energy prices are having a:	All	Lab	Cons	LD		
Major negative impact on the economy	31	25	35	33		
Impact / Not impact	86/4	90/4	89/4	78/2		
Who do you blame for the high cost of petrol?	All	Lab	Cons	LD		
The government	51	21	66	68		
The oil companies	25	43	14	13		
The oil-producing countries	18	27	17	11		
Unable to answer	7	10	3	8		
Should the government investigate and prosecute the oil companies for improperly raising the cost of petrol?	All	Lab	Cons	LD		
Yes	61	67	57	65		
No	21	19	23	23		
Unable to answer	18	15	20	12		
Which is closer to your view?	All	Male	Fem	Lab	Cons	LD
We should extend our use of nuclear power because it will lower energy costs, reduce our dependence on foreign oil, help us reduce our greenhouse gas emissions, and new designs mean that we do not have to worry about a Chernobyl like event here.	53	67	37	50	58	53
Nuclear power remains far too dangerous an energy source to adopt more widely - aside from the risk of a meltdown, which no technology can ever guarantee against, nuclear plants remain a prime terrorist target, and the ongoing need to dispose of the highly toxic waste creates a huge and never-ending hazard.	31	21	42	30	27	40
Unable to answer	15	11	20	20	14	7

muscle - curriculum

↳ disappointed with learning

⇒ whole class
hid,

muscle
class
curriculum

→ big increase in motivation?

↓
dissatisfied
has served

↓
more diversity

Forcing her down
academic ~~end~~ end

- no choices

- CHOICE

Parents Evening
→ cant to history / geography

↓
choice in curriculum
enjoy learning
carry on...

Why leave

DIS-SATISFACTION

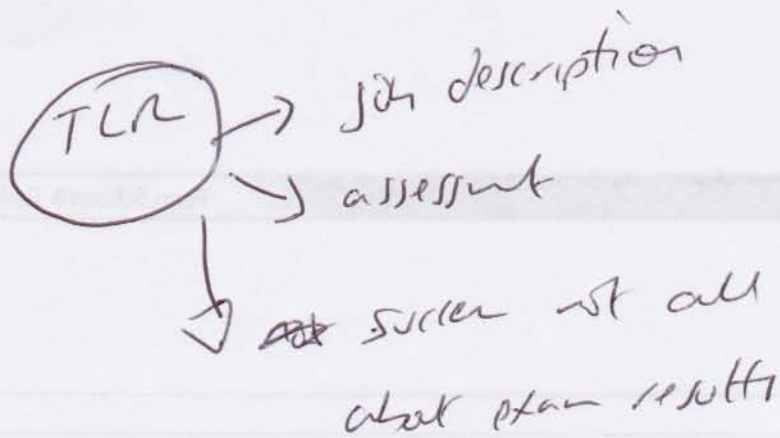
DON'T LIKE SCHOOL AT SCHOOL

DON'T CARE ABOUT LEARNING

↓
"At Home"

→ I have been successful + not so
my GCSEs... UPSET PARENTS!

↳ Parents - very definite - what is wrong
with being an
electrician



Degree
- not work what
it was....

SPLIT
FAMILIES

Parents - why study.....

Careers Service → hours cut → Much better than
with connections

↓
→ when individual interviews with career advisor,
parents used to come along

→ Personal Advisor - effort keeps more ability
high in school when they
don't want to be

→ kids in middle class (needed)

Parent

- frightened to
let kids go... day, - alcohol
- drugs

Year 10, year 11

→ too late

=> Get parents involved
at earlier stage

Aim higher Launch

Really hard to get
parents into school

→ ~~the~~ parent experience

→ Be teacher's job!

Money

Find it hard to work alone

"Get 16 'cs"

→ only 12 / 100

like - Jack PPS "

Stay on locally

- Don't want
to travel)